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REQUEST FOR COUNCIL ACTION

CITY OF SAN DIEGO

1. CERTIFICATE NUMBER
(FOR AUDITOR'S USE ONLY)109
10/30TO:
CITY ATTORNEY2. FROM (ORIGINATING DEPARTMENT):
COUNCIL DISTRICT 83. DATE:
10/1/074. SUBJECT:
DECLARING SEPTEMBER 24, 2007 MARSHALL H. ROTH DAY

5. PRIMARY CONTACT (NAME, PHONE & MAIL STA.)

Elena Burton, ext. 66688, MS 10A

6. SECONDARY CONTACT (NAME, PHONE & MAIL STA.)

Ana Molina-Rodriguez x66688 MS 10A

7. CHECK BOX IF REPORT TO
COUNCIL IS ATTACHED ☐

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND					9. ADDITIONAL INFORMATION / ESTIMATED COST:
DEPT.					
ORGANIZATION					
OBJECT ACCOUNT					
JOB ORDER					
C.I.P. NUMBER					
AMOUNT					

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	<i>A. Molina-Rodriguez</i>	10-2-07		DEPUTY CHIEF		
2					COO		
3					CITY ATTORNEY	<i>Marshall Roth</i>	10/9/07
4	LIAISON OFFICE				ORIGINATING DEPARTMENT		
5					DOCKET COORD: _____	COUNCIL LIAISON: _____	
6				✓	COUNCIL PRESIDENT <i>MS</i>	<input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION	
7					REFER TO: _____	COUNCIL DATE: 10/30/07	

11. PREPARATION OF: ☐ RESOLUTION(S) ☐ ORDINANCE(S) ☐ AGREEMENT(S) ☐ DEED(S)

11A. STAFF RECOMMENDATIONS:

Please place on the consent agenda for ~~October 15, 2007~~, an item declaring September 24, 2007 as Marshall H. Roth Day Day.

12. SPECIAL CONDITIONS:

COUNCIL DISTRICT(S):COMMUNITY AREA(S):ENVIRONMENTAL IMPACT:HOUSING IMPACT:OTHER ISSUES:

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RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

WHEREAS, in 1933, Marshall H. Roth came to San Diego with his family to start a small business at a time when ethnic discrimination was at its highest. They opened a store, Roth Outfitting Company, in Southeast San Diego, which offered their customers the opportunity of buying on credit; and

WHEREAS, in those days, no one would give credit to minorities. The Roths proved the skeptics wrong as their customers paid their bills religiously, making Roth Outfitting Company a success; and

WHEREAS, when World War II broke out, Marshall H. Roth enlisted in the Army, while his parents ran the store. When he was discharged in 1945, they began to save to build a bigger store. In 1950, they built in Barrio Logan, where Barrio Child Development Center is now housed; and

WHEREAS, Marshall H. Roth was president of the Southeast Chamber of Commerce, a volunteer fireman, and an auxiliary police officer. He was active in Democratic politics, serving as campaign manager for Frank Curran, a three-term mayor of San Diego. Because he loved sports, he was active in the organization that brought the Chargers to San Diego. An avid tennis player, he won major tennis tournaments; and

WHEREAS, when his father died, Marshall H. Roth temporarily rented the store; but because he believed that his success was due entirely to the residents of Barrio Logan, he decided to give back to that community. He did so by renting his building at cost to Barrio Station's Child Development Center. The Chicano Federation wanted Mr. Roth's legacy to

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continue, thus, it purchased the building after Marshall H. Roth passed on in 2002; NOW,
THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and
on behalf of the people of San Diego, does hereby proclaim September 24, 2007 to be
"MARSHALL H. ROTH DAY" in the City of San Diego, and does hereby commend Mr. Roth
for his outstanding service and commitment to the people of Barrio Logan.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By Sharon B. Spivak
Sharon B. Spivak
Deputy City Attorney

SBS:als
10/08/07
Or.Dept:Council-Hueso
R-2008-303

I hereby certify that the foregoing Resolution was passed by the Council of the City of San
Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor